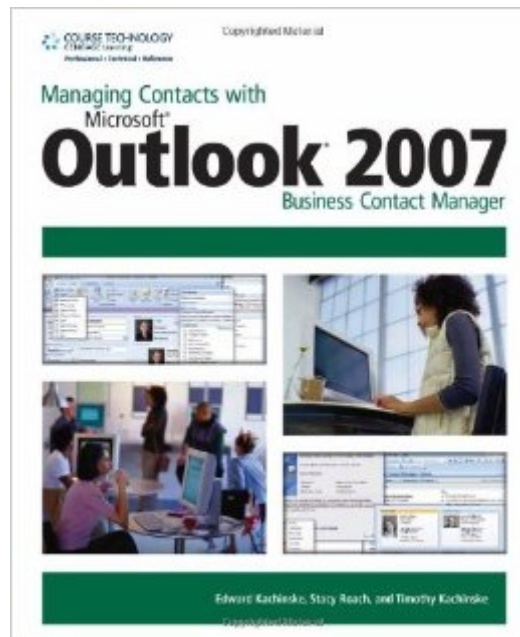


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# Managing Contacts With Microsoft Outlook 2007: Business Contact Manager



## Synopsis

Want to learn how to manage customer, prospect, and vendor information in Microsoft Outlook 2007 Business Contact Manager? Want to use Microsoft Outlook to quickly and easily follow up on sales leads? Look no further! With minimal time investment, you can quickly and easily get up to speed on the powerful contact management functionality of Business Contact Manager. All you need is the information in this book. *Managing Contacts with Microsoft Outlook 2007 Business Contact Manager* clearly and concisely reviews the practical areas of Business Contact Manager, such as contact management, sales opportunity management, marketing and campaign management, and project management. It examines each area of functionality, including relevance to most businesses. Step-by-step instructions and easy-to-follow screenshots are provided throughout the book for you to easily learn the application. The book is set up in such a way that it's easy to use as you work, which facilitates a "learn by doing" approach. *Managing Contacts with Microsoft Outlook 2007 Business Contact Manager* is an ideal tool for all Microsoft Outlook users looking to easily manage their long lists of contacts, follow up on their leads, and increase their productivity!

## Book Information

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## Customer Reviews

I bought this book because we wanted to see if Outlook BCM would work with our business. We also got the Dummies book, and this book was hands-down more useful than Outlook BCM for Dummies. This book was clear, and I really liked the fact that there was only one task on each page. This made the book really easy to reference, and since I wasn't reading the book from front to back

- like a novel - this is exactly what I was looking for. I highly encourage everyone to buy this book!

Even though I wasn't sold on using MS BCM, my IT department didn't provide my choice. After reading through a list of books, I settled on this one. It is my first one with these authors and I cannot recommend it enough. It was well written and comes more from the business perspective, which makes it a real value for me. My IT folks could never have explained to our department as clearly as this book. I found it easy to use and it even inspired me to dig a little deeper into the software. Thanks for the great text! I am much further along now than I could have imagined. Will be sure to look for more by these folks.

I use Outlook 2007 in my business. As a sole proprietor, data accumulates and I wanted a comprehensive program to store various bits of info for future reference. I also wanted to be able to find it easily, sort and create specific customized reports. This book gives me concise instructions that I refer back to regularly in order to accomplish these tasks and has truly assisted me in becoming more competent with Business Contacts 2007. Well Done!

I don't like microsoft products, but with the migration to subscription services for CRM products Act, salesforce.com and such Outlook with business contact manager is still somewhat effective and works with windows 7 and 10 and office 2007 once you get all the updates installed.

This is without question the best book available for Outlook Business Contact Manager. We had previously purchased two other books on the subject, however they were both difficult to read and reference. I am so thankful that I found this book. I keep it right on my desk and if I ever have a question, I can quickly and easily find the answer. It's easy to use, read and extremely easy to reference. It has become the must have resource for everyone in our office. If you are using Outlook Business Contact Manager this book is a must.

This is definitely one of the best book on the market for Outlook Business Contact Manager. It's easy to use and easy to reference. It has become a resource for everyone in our office. I would strongly recommend this book to anyone working with Business Contact Manager!

tired of CRM that costs a fortune and is too difficult to maintain, i ended up taking a look at the outlook business contact manager (BCM) when i upgraded to office 2007. it turns out that i needed

a book after all and was happy to find this one. this book offers clear instructions and helped me to understand BCM far more quickly than i had managed without the book. there are a couple of others out there, but i recognize the authors from a couple of books Managing Contacts with Act! 2006 i liked about ACT!, another CRM software application. they got it right before and they got it right this time. i recommend Managing Contacts with MS Outlook 2007 Business Contact Manager to anyone who is upgrading to MS Office 2007 and wants to take a look at BCM without getting lost. this book offers you the best way to master BCM in the shortest time possible.

I bought this book to become a little more familiar with Business Contact Manager. I had worked with an older version somewhat and found myself in the position of helping a client set up their BCM Contact database. Being familiar with Outlook advanced features and not considering myself a newbie but rather an intermediate-advanced user, I found this book informative without being too heavy. Just right for what I was looking for which was the ability to customize BCM a little.

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